



**PO Box 585 | Roseville | CA, 95661 | [www.placerbusiness.com](http://www.placerbusiness.com)**

July 6, 2022

Placer County Board of Supervisors  
175 Fulweiler Avenue  
Auburn, CA 95603

Dear Placer County Board of Supervisors:

Regarding the Visit Placer 2022-23 Budget Increase to be voted on at your July 12, 2022 Board of Supervisors Meeting, Placer Business Alliance is writing to express its proud support. Tourism is one of the leading economic sectors in our County. Pre-Pandemic Travel and Tourism spending in Placer County was nearly \$1.5 billion. Even during 2020 when we were staunchly in the middle of the Pandemic, Travel and Tourism spending in Placer County still topped over \$1 billion. This industry plays a critical role in Placer County's economic prosperity.

Travel and Tourism dollars that are spent in Placer County are reinvested back into the community which helps create additional economic opportunities for residents and businesses. Economic Development opportunities go hand in hand with a high quality of life, and Visit Placer has proven itself over the last several years to be a good steward of taxpayer funds as it tells our story while carefully protecting our communities and promoting sustainable, leave no trace tourism.

While the Travel and Tourism industry watched and waited to react to the Pandemic, locally, under Rob Haswell's leadership, Visit Placer proactively went to work investing in new and fresh collateral and video assets, embarking on creative media buys, building dynamic strategic partnerships and more to help tell Placer's story. It's due to this foresight that as the Travel and Tourism industry begins to rebound, Placer County has been better positioned; spending in 2021 was already back up to \$1.25 billion. This is absolutely remarkable.

Placer Business Alliance works on behalf of the County's eight top economic and employment sectors: agriculture/forestry, construction, finance and insurance, health care and social assistance, manufacturing, real estate and rental leasing, retail and tourism to advise, advocate and activate. There is a narrative that links all eight sectors together. Placer County is at its best when all sectors are collaborating and sufficiently supported. We urge you to support the Visit Placer 2022-23 Budget Increase to further make the case for our County, its business-friendly environment and its high quality of life.

Sincerely,

Carol Garcia  
Placer Business Alliance Board President

